

SWOT
Strengths
Weaknesses
Opportunities
Threats

What is SWOT?

The SWOT is a business development analysis tool that allows a team of planners to look at different aspects of a product set or idea in relationship to current conditions. It is used to evaluate and assess strengths, weaknesses, opportunities, and threats as a way of painting a 360-degree picture of some situation or product offering.

Why are we suggesting its use?

The WEPSI Steering Committee felt that the SWOT might be a good way to begin the exploration process for WEPSI-NW subgroups. It provides a structured brainstorming framework that can stand-in as a situational analysis tool at the beginning of a planning process. We intend that it be used as an information gathering and analysis tool.

How is it used traditionally?

With a SWOT you are comparing two things:

1. A product set; or a new product offering; or the general condition of your organization
2. With current conditions in the marketplace, with competitors, the economic environment, etc. any factors that your team feels are relevant

How will we use SWOT in WEPSI?

SWOT is offered as a way to guide the information gathering and analysis process of your subgroup. Your subgroup facilitator will direct you in the specifics about SWOT use in your group.

As a summary, what are the general steps, in sequence, for using SWOT?

1. Discuss your shared system goals
2. Begin your discovery process of status quo as it relates to your subgroup topic
3. Conduct your SWOT brainstorming
4. Begin to think about strategic action items for your portion of our coordinated plan